

playback said first and second advertisement-associated data while simultaneously playing back said television program.

2. (Original) The information processing apparatus according to claim 1,
wherein

said display control means controls the displaying of said advertisement-associated data received by said receiving means at least during the reproduction of said television program by said reproducing means.

3. (Previously Presented) An information processing method for an
information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving said preset-recording data, keyword data, and first advertisement-associated data from said information providing apparatus in response to said television program identifying information and second advertisement-associated data from said information providing apparatus in response to said keyword data;

recording said television program to an information recording medium on the basis of said preset-recording data received in the receiving step;

reproducing said television program recorded to said information recording medium in the recording step; and

controlling the displaying of said first and second advertisement-associated data received by said receiving means to force the display of said first and second advertisement-associated data substantially at the same time to force a viewer to playback said first and second advertisement-associated data while simultaneously playing back said television program.

4. (Previously Presented) A program storage medium storing a computer-readable program for controlling an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said computer-readable program comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving said preset-recording data, keyword data, and first advertisement-associated data from said information providing apparatus in response to said television program identifying information and second advertisement-associated data from said information providing apparatus in response to said keyword data;

recording said television program to an information recording medium on the basis of said preset-recording data received in the receiving step;

reproducing said television program recorded to said information recording medium in the recording step; and

controlling the displaying of said first and second advertisement-associated data received in the receiving step to force the display of said first and second advertisement-associated data substantially at the same time to force a viewer to playback said first and second advertisement-associated data while simultaneously playing back said television program.

5. (Currently Amended) An information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, comprising:

selecting means for selecting said television program to be preset-recorded;

transmitting means for transmitting television program identifying information for identifying said television program selected by said selecting means to said information providing apparatus;

first receiving means for receiving first advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information and second advertisement-associated data from said information providing apparatus in response to said keyword data;

notification means for notifying said information providing apparatus if a predetermined condition is satisfied after display of said first and second advertisement-associated data is started;

second receiving means for receiving said preset-recording data from said information providing apparatus in response to the notification from said notifying means;

recording means for recording said television program to an information recording medium on the basis of said preset-recording data received by said second receiving means; and

display control means for controlling the displaying of said first and second advertisement-associated data received by said first receiving means to force the display of said first and second advertisement-associated data to force a viewer to view at least one of said first and second advertisement-associated data before receiving said preset- recording data by said second receiving means,

wherein said viewer cannot view said television program unless said first and second advertisement-associated data first has been displayed.

6. (Original) The information processing apparatus according to claim 5,
wherein

said predetermined condition is a predefined correlation between television program and advertisement.

7. (Original) The information processing apparatus according to claim 5,
wherein

said predetermined condition is a predefined correlation between television program keyword and advertisement.

8. (Original) The information processing apparatus according to claim 5, further
comprising:

reproducing means for reproducing said television program recorded to said information recording medium by said recording means.

9. (Original) The information processing apparatus according to claim 8,
wherein

said display control means controls the displaying of said advertisement-associated data received by said first receiving means while said reproducing means is reproducing said television program.

10. (Currently Amended) An information processing method for an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said information processing method comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving first advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information and second advertisement-associated data from said information providing apparatus in response to said keyword data;

notifying said information providing apparatus if a predetermined condition is satisfied after display of said first and second advertisement-associated data is started;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step;

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step; and

controlling the displaying of said received first and second advertisement-associated data to force the display of said first and second advertisement-associated data to force a viewer to view at least one of said first and second advertisement-associated data before receiving said preset-recording data,

wherein said viewer cannot view said television program unless said advertisement-associated data first has been displayed.

11. (Original) The information processing method according to claim 10, wherein said predetermined condition is a predefined correlation between television program and advertisement.

12. (Original) The information processing method according to claim 10, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

13. (Currently Amended) A computer-readable medium ~~storing~~ encoded with a computer-readable program for controlling an information processing apparatus which acquires preset-recording data for preset-recording a television program from a predetermined information providing apparatus via a network and, on the basis of said preset-recording data, controls preset-recording of said television program, said computer-readable program comprising the steps of:

selecting said television program to be preset-recorded;

transmitting television program identifying information for identifying said television program selected in the selecting step to said information providing apparatus;

receiving first advertisement-associated data and keyword data from said information providing apparatus in response to said television program identifying information and second advertisement-associated data from said information providing apparatus in response to said keyword data;

notifying said information providing apparatus if a predetermined condition is satisfied after display of said first and second advertisement-associated data is started;

receiving said preset-recording data from said information providing apparatus in response to the notification from the notifying step; and

recording said television program to an information recording medium on the basis of said preset-recording data received in the second receiving step; and

controlling the displaying of said received first and second advertisement-associated data to force the display of said first and second advertisement-associated data as a function of the keyword data to force a viewer to view at least one of said first and second advertisement-associated data before receiving said preset- recording data,

wherein said viewer cannot view said television program unless said first and second advertisement-associated data first has been displayed.

14. (Original) The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between a television program and an advertisement.

15. (Original) The program storage medium according to claim 13, wherein said predetermined condition is a predefined correlation between television program keyword and advertisement.

16. (Currently Amended) An information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, comprising:

receiving means for receiving a television program identifying information from said information processing apparatus;

generating means for generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring means for acquiring first advertisement-associated data corresponding to said television program identifying information from a predetermined site and acquiring second advertisement-associated data from said information providing apparatus in response to said keyword data from the predetermined site;

first transmitting means for transmitting said first and second advertisement-associated data and keyword data acquired by said acquiring means to said information processing apparatus to force display of said first and second advertisement-associated data; and

second transmitting means for transmitting said preset-recording data generated by said generating means to said information processing apparatus after said first and second advertisement-associated data has been displayed on said information processing apparatus.

17. (Original) The information providing apparatus according to claim 16, wherein

said acquiring means acquires first advertisement-associated data preset to said television program corresponding to said television program identifying information from a first site.

18. (Original) The information providing apparatus according to claim 16,
wherein
said acquiring means acquires a keyword preset to said television program from a second
site and second advertisement-associated data corresponding to said keyword from said first site.

19. (Original) The information providing apparatus according to claim 18,
wherein
said transmitting means also transmits said keyword to said information processing
apparatus.

20. (Canceled)

21. (Currently Amended) An information providing method for an
information providing apparatus which provides preset-recording data for preset-recording a
television program to an information processing apparatus via a network, said information
providing method comprising the steps of:

receiving a television program identifying information from said information processing
apparatus;

generating said preset-recording data for preset-recording said television program
corresponding to said television program identifying information;

acquiring first advertisement-associated data and keyword data corresponding to said
television program identifying information from a predetermined site and acquiring second
advertisement-associated data from said information providing apparatus in response to said
keyword data;

transmitting said acquired first and second advertisement-associated data to said information processing apparatus to force display said of first and second advertisement-associated data; and

transmitting said preset-recording data to said information processing apparatus after said first and second advertisement-associated data has been displayed on said information processing apparatus.

22. (Currently Amended) A ~~program storage~~ computer-readable medium ~~storing encoded with~~ a computer-readable program for controlling an information providing apparatus which provides preset-recording data for preset-recording a television program to an information processing apparatus via a network, said computer-readable program comprising the steps of:

receiving a television program identifying information from said information processing apparatus;

generating said preset-recording data for preset-recording said television program corresponding to said television program identifying information;

acquiring first advertisement-associated data corresponding to said television program identifying information from a predetermined site and acquiring second advertisement-associated data from said information providing apparatus in response to said keyword data;

transmitting said acquired first and second advertisement-associated data and keyword data to said information processing apparatus to force display said of first and second advertisement-associated data; and

transmitting said preset-recording data to said information processing apparatus after said first and second advertisement-associated data has been displayed on said information processing apparatus.